

## EVAN WEINGARTEN

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### EMPLOYMENT

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Assistant Professor, Marshall School of Business, University of Southern California	August 2024-Present
Assistant Professor, W. P. Carey School of Business, Arizona State University	July 2019-May 2024
Postdoctoral Scholar, Rady School of Management, University of California San Diego	July 2017-June 2019

### EDUCATION

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<b>University of Pennsylvania - The Wharton School</b> Marketing and Psychology, PhD	May 2017
<b>University of Chicago</b> <i>B.A. in Economics and Psychology</i> with Honors	June 2012

### RESEARCH INTERESTS

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Consumer behavior and decision-making, with a focus on consumer well-being

### PUBLICATIONS

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Weingarten, Evan, Rachel Gershon, and Amit Bhattacharjee (Forthcoming), "The Interpersonal Consequences of Community Gatekeeping," *Journal of Personality and Social Psychology*

Weingarten, Evan, On Amir, and Andrea C. Morales (2024), "The evolving field of consumer research through the lens of its top journals," *Marketing Letters*

Weingarten, Evan, Amit Bhattacharjee, and Patti Williams, "So Bad It's Good: When and Why Consumers Prefer Bad Options," (2024), *Journal of Consumer Psychology*, 34(4), 632-40.

Weingarten, Evan, Jonah Berger, (2024) "Discussing Proximal Past and Far Futures," *Journal of Consumer Psychology*, 34(1), 6-17.

Weingarten, Evan, Ziwei Wei (2023), "Nostalgia and consumer behavior," *Current Opinion in Psychology*, 49, 101555.

Weingarten, Evan, Shai Davidai, Alixandra Barasch, (2023), "Who's On First? People asymmetrically attend to higher-ranked (vs. lower-ranked) competitors" *Journal of Experimental Social Psychology*

Weingarten, Evan\*, Kristen Duke\*, Wendy Liu\*, Rebecca Hamilton, On Amir, Gil Appel, Joseph K. Goodman, Moran Cerf, Andrea C. Morales, Ed O'Brien, Jordi Quoidbach, Monic Sun, (2023), "What Makes People Happy? Decoupling the Experiential-Material Continuum," *Journal of Consumer Psychology*

Weingarten, Evan, Gal Zauberman, and Kristin Diehl, (2021), "Duration Sensitivity of Key Moments," *Cognition*, 214

Weingarten, Evan, Joseph Goodman, (2021), "Re-examining the Experiential Advantage in Consumption: A Meta-Analysis and Review," *Journal of Consumer Research*, 47 (6), 855-77.

Weingarten, Evan, Michael W. Meyer, Amit Ashkenazi, On Amir, (2020), “Experts Outperform Technology in Creative Markets,” *She Ji: The Journal of Design, Economics, and Innovation*, 6 (3), 301-30.

Weingarten, Evan, Sudeep Bhatia, Barbara A. Mellers, (2019), “Multiple Goals as Reference Points: One Failure Makes Everything Else Feel Worse,” *Management Science*, 65 (7).

Weingarten, Evan, J. Wesley Hutchinson, (2018), “Does Ease Mediate the Ease-of-Retrieval Effect? A Meta-Analysis.” *Psychological Bulletin*, 144 (3), 227-283.

Weingarten, Evan, Jonah Berger, (2017), “Fired Up for the Future: How Time Shapes Sharing” *Journal of Consumer Research*, 44(2), 432-47.

Weingarten, Evan, Qijia Chen, Maxwell McAdams, Jessica Yi, Justin Hepler, Dolores Albarracin (2016), “From Primed Concepts to Action: A Meta-Analysis of the Behavioral Effects of Incidentally-Presented Words,” *Psychological Bulletin*, 142 (5), 472-497.

Hutchinson, J. Wesley, Tong Lu, Evan Weingarten (2016), “Visual Attention in Consumer Settings,” In *International Handbook of Consumer Psychology*, eds. Cathrine Janssen-Boyd and Magdalena Zawisza.

Park, Gregory, H. Andrew Schwartz, Maarten Sap, Margaret L. Kern, Evan Weingarten, Johannes C. Eichstaedt, Jonah Berger, David J. Stillwell, Michal Kosinski, Lyle H. Ungar, Martin E. P. Seligman (2016), “Living in the Past, Present, and Future: Measuring Temporal Orientation with Language,” *Journal of Personality*, 1-11.

Schwartz, H. Andrew, Gregory J. Park, Maarten Sap, Evan Weingarten, Johannes Eichstaedt, Margaret L. Kern, David Stillwell, Michal Kosinski, Jonah Berger, Martin Seligman, Lyle H. Ungar (2015), “Extracting Human Temporal Orientation from Facebook Language” *North American Chapter of the Association for Computational Linguistics (NAACL) – Human Language Technologies*, Denver, CO.

Kahn, Barbara E., Evan Weingarten, Claudia Townsend (2013), “Assortment Variety: Too Much of a Good Thing?” in *Review of Marketing Research*, ed. Naresh K. Malhotra, Vol 10, 1-23.

## WORKING PAPERS AND WORK UNDER REVIEW

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Weingarten, Evan, J. Wesley Hutchinson, “Internal Salience and Product Valuations: The Effects of Prominence, Task, and Repeated Judgments,” under review at *Journal of Consumer Research*

Amir, On, Coby Morvinski, and Evan Weingarten, “The Prior Decision Effect”

Wei, Ziwei, Evan Weingarten, Adriana Samper “Hardship and Merit” revising for second round at *Journal of Consumer Research*

Weingarten, Evan, J. Wesley Hutchinson, “The Effect of Assortment Color-Blocking on Search”

Schley, Daniel R., Evan Weingarten “50 Years of Anchoring: A Meta-Analysis and Meta-Study of Anchoring Effects,” *under second round review at Management Science*

Weingarten, Evan, Ziwei Wei, Constantine Sedikides, Tim Wildschut “Meta-Analysis of Nostalgia” under review at *Journal of Experimental Psychology: General*

Weingarten, Evan, Constantine Sedikides, Tim Wildschut “The Comforting Mechanics of Nostalgia: Beyond the Regulatory Model” in preparation for submission to *Journal of Experimental Social Psychology*

Shen, Luxi, Evan Weingarten, Jane Risen, Eugene Caruso “Good Luck as a Limited Resource” *under review at Journal of Experimental Social Psychology*

Weingarten, Evan, Yuval Rottenstreich, George Wu “Risk Matters Less When Options Differ Qualitatively” *revising for second round at Psychological Review*

Weingarten, Evan, Mansur Khamitov “Meta-Analysis in Marketing: Methodology, Best Practices, and Advances” *in preparation for submission to Journal of Marketing*

## SELECTED RESEARCH IN PROGRESS

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Amir, On, Evan Weingarten “Comparison of Pricing Techniques”

Carmon, Ziv, On Amir, Evan Weingarten “Preferences”

Weingarten, Evan, Adriana Samper, Joseph Goodman, Kathleen Vohs, Avni Shah “Meaning Snobs”

Weingarten, Evan, Stephanie Lin, Adriana Samper, Kathleen Vohs, Jared Watson, Avni Shah “Dabbler”

Ko, Minjeong, Stephanie M. Tully, Evan Weingarten, “Presence”

## CHAIRED SYMPOSIA

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Dan Schley and Evan Weingarten (2024, March), “Consumer Numerical Decision-Making Biases and Heuristics” *Society for Consumer Psychology*, Nashville, TN.

Dan Schley and Evan Weingarten (2023, October), “Consumer Numerical Decision-Making Biases and Heuristics” *Association for Consumer Research*, Seattle, WA.

Joseph K. Goodman, Evan Weingarten, Franklin Shaddy, and Kathleen D. Vohs (2023, August), “Meaning and Morality in the Marketplace,” *12th Triennial Invitational Choice Symposium*, Fontainebleau, France.

Jared Watson and Evan Weingarten (2022, October), “Social Phenomena and Marketplace Signaling in a Changing World” *Association for Consumer Research*, Denver, CO.

Jared Watson and Evan Weingarten (2022, February), “Social Identity and Inequality in a Changing Marketplace” *American Marketing Association Winter Conference*, Las Vegas, NV.

Gizem Ceylan and Evan Weingarten (2021, October), “False Information and How it Shapes Consumers’ Lives” *Association for Consumer Research*, Virtual.

Evan Weingarten, On Amir, and Coby Morvinski (2021, October), “Beyond One-Shot Decisions” *Association for Consumer Research*, Virtual.

Gizem Yalcin and Evan Weingarten (2020, October), “Objective to Subjective Value of Humans and Algorithms” *Association for Consumer Research*, Virtual.

Evan Weingarten and Luxi Shen (2020, May), “Modern Research into Constructed Preferences and Beliefs” *Association for Psychological Science*, Chicago, IL.

Evan Weingarten and Luxi Shen (2020, March), “When Do Consumers Prefer Uncertainty?” *Society for Consumer Psychology*, Huntington Beach, CA.

Gizem Yalcin and Evan Weingarten (2020, March), “Objective and Subjective Value of Humans and Algorithms” *Society for Consumer Psychology*, Huntington Beach, CA.

Evan Weingarten and Annabelle Roberts (2019, October), “Time, Discounting, and the Consumer Experience” *Association for Consumer Research*, Atlanta, GA.

Wendy Liu, Evan Weingarten, and Kristen Duke (2019, May), “New Directions for Experiences and Choice,” *11th Triennial Invitational Choice Symposium*, Cambridge, MD.

Evan Weingarten, Amit Bhattacharjee, and Patricia A. Williams (2019, March), “In Praise of Badness” *Society for Consumer Psychology*, Savannah, GA.

Evan Weingarten, Amit Bhattacharjee, and Patricia A. Williams (2018, October), “In Praise of Badness” *Association for Consumer Research*, Dallas, TX.

Evan Weingarten, Alixandra Barasch, and Shai Davidai (2018, October), “Attentional Biases in Comparisons for Both Happiness and Choice” *Association for Consumer Research*, Dallas, TX.

Mormann, Milica and Evan Weingarten (2017, October), “Salience and Consumer Decision-Making” *Association for Consumer Research*, San Diego, CA.

Weingarten, Evan (2016, February), “Time and Affect,” *Society for Consumer Psychology*, St. Pete’s Beach, FL.

Weingarten, Evan, Justin Hepler, and Dolores Albarracin (2015, May), “Behavioral Priming Perspectives: Towards Resolution of Controversies about Replication and Robustness,” *Association for Psychological Science*, New York, NY.

Chernev, Alexander, and Evan Weingarten (2015, February), “New Perspectives on Choice Overload,” *Society for Consumer Psychology*, Phoenix, AZ.

Weingarten, Evan, and Jonah Berger (2014, October), “Emotional Sharing in Social Networks: Its Stability Within and Impact on Sharers,” *Association for Consumer Research*, Baltimore, MD.

Weingarten, Evan, and Barbara E. Kahn (2014, October), “Modern Strategies in Retailing: Choice Architecture and Purchase Decisions,” *Association for Consumer Research*, Baltimore, MD.

## CONFERENCE PRESENTATIONS (\*presenter, ^conference canceled)

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\*Principles of Nostalgia: Meta-Analytic Tests

- LaLonde, France

June 2025

\*Merit over Misfortune: The Overestimated Impact of Hardship Appeals

• <i>California Schools conference</i> , Los Angeles, CA	April 2025
*How Do the Top Consumer Research Journals Differ?	
• <i>Association for Consumer Research</i> , Paris, France	September 2024
Good Luck as a Limited Resource	
• <i>Association for Consumer Research</i> , Paris, France	September 2024
*Perceptions of Group Gatekeeping and Inclusivity	
• <i>Marketing Science</i> , Sydney, Australia	June 2024
*Anchoring: A Meta-Analysis and Metastudy	
• <i>Behavioral Decision Research in Management</i> , Chicago, IL	June 2024
*How Do the Top Consumer Research Journals Differ?	
• <i>Society for Consumer Psychology</i> , Nashville, TN	March 2024
*Anchoring: A Meta-Analysis and Metastudy	
• <i>Society for Consumer Psychology</i> , Nashville, TN	March 2024
*Anchoring: A Meta-Analysis and Metastudy	
• <i>Society for Judgment and Decision Making</i> , San Francisco, CA	November 2023
America's Got Sob Story or Talent? The Influence of Hardship in Merit-based Decisions	
• <i>Association for Consumer Research</i> , Seattle, WA	October 2023
Anchoring: A Meta-Analysis and Metastudy	
• <i>Association for Consumer Research</i> , Seattle, WA	October 2023
*So-Bad-It's-Good	
• <i>Subjective Probability Utility and Decision Making</i> , Vienna, Austria	August 2023
The Real Momentum Effect	
• <i>Subjective Probability Utility and Decision Making</i> , Vienna, Austria	August 2023
*The Real Momentum Effect	
• <i>American Marketing Association Winter Conference</i> , Nashville, TN	February 2023
*Gatekeeping of Identity and Group Membership	
• <i>Society for Judgment and Decision Making</i> , San Diego, CA	November 2022
*Gatekeeping of Identity and Group Membership	
• <i>Association for Consumer Research</i> , Denver, CO	March 2022
*The Upsides and Downsides of Gatekeeping	
• <i>Society for Consumer Psychology</i> , Virtual	March 2022
The Real Momentum Effect	
• <i>Society for Consumer Psychology</i> , Virtual	March 2022

*A Reference Value Theory of Sequential Choice	
• <i>Society for Consumer Psychology</i> , Virtual	March 2022
*The Upsides and Downsides of Gatekeeping	
• <i>American Marketing Association Winter Conference</i> , Las Vegas	February 2022
*So Bad It's Good: When Consumers Prefer Bad Options	
• <i>Society for Consumer Psychology Boutique</i> , Gainesville, FL	January 2022
The Impact of Mistakes on Perceived Quality	
• <i>Association for Consumer Research</i> , Virtual	October 2021
*The Real Momentum Effect	
• <i>Association for Consumer Research</i> , Virtual	October 2021
*A Reference Value Theory of Sequential Choice	
• <i>Association for Consumer Research</i> , Virtual	October 2021
*Experts Outperform Technology in Creative Markets	
• <i>Association for Consumer Research</i> , Virtual	October 2020
*The Effects of Internal and External Salience on Valuation over Repeated Judgments	
• <i>Association for Psychological Science</i> , Chicago, IL <sup>^</sup>	May 2020
*Consumer Items are Risky Sure Things	
• <i>Society for Consumer Psychology</i> , Huntington Beach, CA	March 2020
*Experts Outperform Technology in Creative Markets	
• <i>Society for Consumer Psychology</i> , Huntington Beach, CA	March 2020
*Inherently Risky Sure Things	
• <i>Society for Judgment and Decision-Making</i> , Montreal, Quebec	November 2019
*Duration Sensitivity of Key Moments	
• <i>Association for Consumer Research</i> , Atlanta, GA	October 2019
*So Bad It's Good: When Consumers Prefer Bad Options	
• <i>Society for Consumer Psychology</i> , Savannah, GA	March 2019
*The Experiential Advantage: A Meta-Analysis	
• <i>Association for Consumer Research</i> , Dallas, TX	October 2018
*So Bad It's Good: When Consumers Prefer Bad Options	
• <i>Association for Consumer Research</i> , Dallas, TX	October 2018
*Looking to the Front of the Pack: Perceptions of Ranked Lists	
• <i>Association for Consumer Research</i> , Dallas, TX	October 2018
*Multiple Goals as Reference Points	

• <i>Association for Consumer Research</i> , San Diego, CA	October 2017
*Perceptual and Cognitive Salience and their Effects on Product Valuations	
• <i>Association for Consumer Research</i> , San Diego, CA	October 2017
*Multiple Goals as Reference Points	
• <i>Society for Judgment and Decision-Making</i> , Boston, MA	November 2016
*Duration Consideration	
• <i>Yale Whitebox Advisors Graduate Student Conference</i> , New Haven, CT	May 2016
*Duration Consideration	
• <i>Society for Consumer Psychology</i> , St. Pete's Beach, FL	February 2016
*When Do People Talk About and Why?	
• <i>Society for Consumer Psychology</i> , St. Pete's Beach, FL	February 2016
*Duration Consideration	
• <i>Society for Judgment and Decision-Making</i> , Chicago, IL	November 2015
*From Primed Goals to Action	
• <i>Association for Psychological Science</i> , New York, NY	May 2015
*When Do People Talk About and Why?	
• <i>Trans-Atlantic Doctoral Conference</i> , London, UK	May 2015
*Choice Overload in Multi-Channel Environments: The Role of Deferred Trial	
• <i>Society for Consumer Psychology</i> , Phoenix, AZ	February 2015
*Deciding Now and Later: The Benefit of Delay in Staged Decision-Making	
• <i>Association for Consumer Research</i> , Baltimore, MD	October 2014
*If the Future Feels Fine: When Are People Likelier to Share the Past or the Future?	
• <i>Association for Consumer Research</i> , Baltimore, MD	October 2014
*When Do People Talk About And Why?	
• <i>Association for Consumer Research</i> , Chicago, IL	October 2013

## INVITED TALKS

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- London Business School (2025)
- California Schools Conference (2025)
- University of California, Berkeley (2024)
- Carnegie Mellon University (2024)
- University of Southern California (2024)
- Cornell University (2021)

- University of Alberta (2018)
- Arizona State University (2018)
- University of California, Los Angeles (2016)
- University of Minnesota (2016)

## SERVICE

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### To the school:

- USC Marketing Department Seminar Series Co-Coordinator August 2024-Present
- ASU Marketing Department Seminar Series Coordinator July 2023-April 2024
- ASU Marketing Department Performance Review Committee March 2021
- ASU Marketing Department Personnel Committee September 2020-April 2021
- Wharton Doctoral Council, President June 2015-April 2016
- Wharton Eye-Tracking Summer Seminar, Coordinator July-August 2014
- Q-Review PhD Student Meeting, Member April 2013
- IDDEAS, Panelist April 2013, 2014, 2015, 2016
- Penn Integrative Meeting of the Minds (PIMM), Chair January 2013-March 2014
- Take a PhD Student to Lunch (TPhDSL) 2012-2013

### To the field:

- Editorial Review Board
  - *Journal of Consumer Psychology* (2022-Present), *Journal of Marketing Research* (2024-Present)
- Ad Hoc Reviewer
  - *Journal of Consumer Research*, *Journal of Experimental Psychology: General*, *Journal of Experimental Social Psychology*, *Journal of Marketing*, *Organizational Behavior and Human Decision Processes*, *Personality and Social Psychology Bulletin*

## SOCIETY MEMBERSHIPS

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- Association for Consumer Research (ACR)
- Society for Consumer Psychology (SCP)
- Society for Judgment and Decision Making (SJDM)

## HONORS AND AWARDS

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JCP Reviewer Award	2025
JCR Best Article Award	2024
W. P. Carey Dean's Early Career Research Award (2021-2022)	2022
MSI Research Award, "How Consumers Perceive and Respond to Rankings" #4000760 (\$7,700)	2019
MSI Research Award, "Do Experts Outperform Artificial Intelligence? The Case of Logo Design," #4000657 (\$2,500)	2019
AMA-Sheth Foundation Doctoral Consortium Fellow	2016
Baker Retailing Center Ph.D Student Grant (\$4,900)	2014



Russell Ackoff Doctoral Student Fellowship (Total Award: \$13,000)	2013-2016
Phi Beta Kappa	2012
Student Marshal, Class of 2012	
University of Chicago Dean's List	2008-2012
Earl R. Franklin Summer Research Fellowship	2011
Psi Chi, International Honor Society in Psychology, <i>Member</i>	

## TEACHING EXPERIENCE

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Assistant Professor of Marketing, University of Southern California

- Marketing Fundamentals (1 Lecture, 4 Discussion Sections) Spring 2025

Assistant Professor of Marketing, Arizona State University

- Marketing Research (3 Undergraduate sections) Spring 2024
- Marketing Research (3 Undergraduate sections) Spring 2023
- Marketing Research (3 Undergraduate sections) Spring 2022
- Marketing Research (3 Undergraduate sections) Spring 2021
- Marketing Research (2 Undergraduate sections) Spring 2020

Lecturer, Rady School of Management

- Social Media Marketing (2 MBA sections) Fall 2018
- Social Media Marketing (2 MBA sections) Spring 2018

Graduate Teaching Assistant, Marketing

- Consumer Neuroscience (1 MBA section) Spring 2017
- Consumer Neuroscience (1 MBA section & 1 Undergraduate section) Spring 2016
- New Product Development (1 Exec Ed section) Spring 2016
- Consumer Behavior (1 MBA section & 1 Undergraduate section) Fall 2014
- Consumer Behavior (1 MBA section & 2 Undergraduate sections) Fall 2013